

## Message Text

UNCLASSIFIED

PAGE 01 MOSCOW 09254 01 OF 02 272112Z  
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----075174 272123Z /14

R 272039Z APR 78  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1125  
AMEMBASSY VIENNA

UNCLAS SECTION 01 OF 02 MOSCOW 09254

USDOC FOR BEWT/OEWTD/MURRIN AND TPD/ROBB

VIENNA FOR VONTILLIUS

E.O. 11652: N/A  
TAGS: BEXP, UR  
SUBJECT: SEMINAR/MINI-EXHIBIT PROCEDURES

REF: (A) USDOC 5855, (B) USDOC 4825, (C) MOSCOW 3964,  
(D) 77 MOSCOW 17981, (E) 77 MOSCOW 17841

1. REFTEL (A), PARA 1: USCO PROPOSES FOLLOWING LANGUAGE FOR S/ME FACT SHEETS: "THE BASIC EXHIBIT AREA PROVIDED IS A BOOTH OF 2 SQ. MTRS. (2 X 1) CONSISTING OF: A 2 METER HIGH X 2 METER WIDE BACK WALL, AND TWO SIDE WALLS EITHER 1 METER HIGH X 1 METER WIDE OR 2 METERS HIGH X 1 METER WIDE. THIS BOOTH AREA IS SUITABLE FOR EQUIPMENT AND/OR STATIC DISPLAYS, AND IS FRONTED BY AN OPEN AREA APPROXIMATELY 2 SQ. MTRS. WITH A DISPLAY CABINET FOR BROCHURES AND OTHER MATERIALS."

2. IF WE CORRECTLY UNDERSTAND PARA 2, REF A, WE DO NOT CONCUR WITH "CORRELATION" THEORY IT CONTAINS. THAT THEORY, APPLIED TO ITS LIMITS, COULD ALLOW FOR EIGHT AGENTS REPRESENTING THREE COMPANIES EACH FOR A TOTAL 24  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MOSCOW 09254 01 OF 02 272112Z

PRESENTATIONS. (NUMBER THREE IS DERIVED FROM SEVERAL INSTANCES WHERE COMPANIES HAVE GIVEN THREE PRESENTATIONS DURING PAST EVENTS.) SINCE S/ME PROGRAM EVENTS SPAN ONLY THREE DAYS EACH, WE WOULD NOT BE ABLE TO ACCOMMODATE THAT MANY PRESENTATIONS (AND THE SOVIETS HAVE ALREADY REMARKED THAT SOMETIMES EVEN THREE DAYS IS TOO MUCH). ADDITIONALLY, IF WE WERE TO ADHERE TO THIS "CORRELATION," SPACE WOULD

ALSO BECOME A DEFINITE PROBLEM. THREE COMPANIES WORKING OUT OF ONE SMALL BOOTH AREA IS FAR TOO TIGHT, ESPECIALLY IF EACH FIRM WANTS TO SHOW GRAPHICS OR DISPLAY EQUIPMENT. FURTHER, IT WOULD BE NECESSARY TO HIRE THREE STAND INTERPRETERS PER BOOTH INSTEAD OF ONE (AS IS USUAL) SINCE EACH OF THREE COMPANIES WOULD WANT USE OF ITS OWN INTERPRETER. AGAIN, STRETCHING IT TO THE LIMITS, WE SHOULD HAVE 24 STAND INTERPRETERS VS. THE USUAL 8, THEREBY INCREASING OUR COSTS GREATLY. REALISTICALLY, THE ABOVE LIMITS WOULD PROBABLY NEVER BE REACHED, ALTHOUGH WITH THE PRECEDENT OF THREE PER BOOTH BEING SET, WE COULD COME CLOSE TO THESE LIMITS OVER TIME.

3. WE THEREFORE RECOMMEND THAT WE CONTINUE TO ADHERE TO POLICY OF "ONE COMPANY, ONE PA, ONE BOOTH," OR "ONE COMPANY, TWO PA'S, TWO BOOTHS," ETC.

4. THIS RECOMMENDATION DOES NOT, HOWEVER, PRECLUDE AN AGENT/REP FROM SERVICING ITS CLIENTS OUT OF INDIVIDUAL BOOTHS, AS WAS THE CASE WITH SATRA CORP. DURING "FIRE SAFETY '77," PROVIDED THAT THE PRODUCTS FALL WITHIN THE THEME AND EACH COMPANY SENDS A TECHNICAL SPECIALIST TO GIVE ITS PRESENTATION. ALSO, THIS DOES NOT PRECLUDE AN AGENT/REP (OR COMPANY PARTICIPATING DIRECTLY ON ITS OWN) FROM DISTRIBUTING LITERATURE (REFTEL A, PARA. 3) OTHER THAN THAT PERTAINING DIRECTLY TO THE EVENT, OR FOR THAT UNCLASSIFIED

UNCLASSIFIED

PAGE 03 MOSCOW 09254 01 OF 02 272112Z

MATTER, AN AGENT/REP DISTRIBUTING RELEVANT LITERATURE OF NON-PARTICIPATING CLIENTS (WITHIN REASONABLE LIMITS SET AT THE DISCRETION OF THE ONSITE MANAGER). AS HAPPENED DURING "CARDIOLOGY 78" (REFTEL C) BOTH CALIFORNIA INTERNATIONAL TRADE (CIT) AND DIMES GROUP WERE GIVEN THE OPPORTUNITY TO HAND OUT LITERATURE IN OTHER OFFICE AREAS (I.E., OUTSIDE OF EXHIBIT AREA) AND TO DISCUSS PRODUCTS OF APPROXIMATELY 30 COMPANIES, SOME OF WHICH FELL INTO THEME, SOME OF WHICH DID NOT. WE FIND THAT THIS ALTERNATIVE SOLUTION TO A DIFFICULT PROBLEM WORKS BEST BECAUSE OF LACK OF SPACE IN EXHIBIT AREA AND "CIRCUS-TYPE" ATMOSPHERE THAT IS CREATED AT PEAK PERIODS WHEN TOO MUCH LITERATURE IS DISTRIBUTED IN EXHIBIT AREA; BUT MOST IMPORTANTLY, THIS SOLUTION DOES NOT HAVE AN ADVERSE EFFECT ON THOSE COMPANIES WHICH, IN FACT, HAVE ONLY ONE PRODUCT TO SELL AND HAVE PAID FOR ONLY ONE BOOTH TO DO IT.

5. WE FEEL THAT THE POLICY RECOMMENDED ABOVE WILL AID (NOT DETER) SMALL, NEW-TO-MARKET COMPANIES IN PARTICIPATING IN OUR PROGRAM (REFTEL B, PARA. 6). A SMALL COMPANY WOULD MOST LIKELY BENEFIT MORE FROM THE INDIVIDUAL ATTENTION IT WOULD GET BY BEING IN AN AREA BY ITSELF, GIVING ITS

TECHNICAL PRESENTATION, AND, AT LEAST AT THE OUTSET, ESTABLISHING FACE-TO-FACE CONTACT AND A PERSONAL RAPPORT WITH THE SOVIET END-USER. (THIS POSITIVE FACTOR HAS BEEN COMMENTED ON MANY TIMES IN PARTICIPANTS' FINAL REPORTS.) AFTER THAT INITIAL EXPOSURE, AN AGENT/REP COULD PERHAPS BE MORE USEFUL. MOST AGENT/REPS WE ARE FAMILIAR WITH CANNOT GET ACROSS THE TECHNICAL ASPECTS OF A PRODUCT OR ANSWER VERY SPECIFIC TECHNICAL QUESTIONS ASKED BY

UNCLASSIFIED

NNN

UNCLASSIFIED

PAGE 01 MOSCOW 09254 02 OF 02 272112Z  
ACTION EUR-12

INFO OCT-01 EB-08 ISO-00 /021 W  
-----075191 272123Z /14

R 272039Z APR 78  
FM AMEMBASSY MOSCOW  
TO USDOC WASHDC  
INFO SECSTATE WASHDC 1126  
AMEMBASSY VIENNA

UNCLAS SECTION 02 OF 02 MOSCOW 09254

EXTREMELY KNOWLEDGEABLE END-USERS. THIS LACK OF TECHNOLOGICAL KNOWLEDGE ON PART OF AGENT/REP PROBABLY HURTS THE CLIENT COMPANY MORE IN THE LONG RUN THAN THE MINOR EXPENDITURE OF AN S/ME AND A WEEK'S TIME IN MOSCOW, AND CAN ACTUALLY DO DISSERVICE TO THE COMPANY. AS BEWT AWARE, SOVIETS, WITH SOME EXCEPTIONS, DO NOT LIKE TO WORK WITH AGENT/REPS, ESPECIALLY IN TECHNICAL AREAS.

6. OUR OVERALL GOAL IN THE S/ME PROGRAM IS TO PROVIDE FOR U.S. COMPANY AN ECONOMICAL VEHICLE FOR GAINING EXPOSURE TO A DIFFICULT MARKET. THE MEANS TO THIS SOMETIMES ELUSIVE END IS A TECHNICAL SEMINAR WHICH ATTRACTS SOVIET TECHNICAL END-USERS AND PLACES THEM IN A SETTING CONDUCIVE TO AN IN-DEPTH TRANSFER OF TECHNICAL (AND LATER, COMMERCIAL) INFORMATION. ANY SOFTENING OF THIS APPROACH WOULD TURN THE S/ME INTO A SALES CONFERENCE THROUGH WHICH WE WOULD RISK LOSING OUR TECHNICAL END-USER AUDIENCE AND THE LONG RANGE EFFECT OF THE PROGRAM. FOREIGN TRADE ORGANIZATION OFFICIALS ATTEND TO A LIMITED DEGREE AND ONLY FOR COMMERCIAL TALKS (IF APPROPRIATE) NEAR END OF S/ME. THUS, OUR CONTINUED RELUCTANCE TO ALLOW AGENTS TO GIVE TECHNICAL PRESENTATIONS WHEN THEY ARE NOT

QUALIFIED.

7. OUR RECOMMENDATIONS STEM FROM THE ABOVE CONSIDERATIONS,  
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 MOSCOW 09254 02 OF 02 272112Z

AND RECOGNIZE THE DIFFICULTY IN RECRUITING PARTICIPANTS.  
WE FEEL THAT WE CAN ADHERE TO OUR STRUCTURED PROGRAM AND  
STILL LEAVE ENOUGH FLEXIBILITY TO SERVE INTERESTED PARTIES.  
TOON

UNCLASSIFIED

NNN

## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 jan 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 27 apr 1978  
**Decaption Date:** 01 jan 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 jan 1960  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1978MOSCOW09254  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D780180-0995  
**Format:** TEL  
**From:** MOSCOW  
**Handling Restrictions:** n/a  
**Image Path:**  
**ISecure:** 1  
**Legacy Key:** link1978/newtext/t19780410/aaaaahuk.tel  
**Line Count:** 183  
**Litigation Code IDs:**  
**Litigation Codes:**  
**Litigation History:**  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Message ID:** ee40b2a5-c288-dd11-92da-001cc4696bcc  
**Office:** ACTION EUR  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 4  
**Previous Channel Indicators:** n/a  
**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** 78 MOSCOW 3964, 77 MOSCOW 17981, 77 MOSCOW 17841  
**Retention:** 0  
**Review Action:** RELEASED, APPROVED  
**Review Content Flags:**  
**Review Date:** 29 mar 2005  
**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** N/A  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2814844  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** SEMINAR/MINI-EXHIBIT PROCEDURES  
**TAGS:** BEXP, UR  
**To:** COM  
**Type:** TE  
**vdkgvwkey:** odbc://SAS/SAS.dbo.SAS\_Docs/ee40b2a5-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Sheryl P. Walter  
Declassified/Released  
US Department of State  
EO Systematic Review  
20 Mar 2014  
**Markings:** Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014